

Message Text

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PAGE 01 HELSIN 02542 171528Z

51

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 FEAE-00

OES-05 EPA-04 CEQ-01 /061 W
----- 087694

R 171435Z DEC 74

FM AMEMBASSY HELSINKI
TO SECSTATE WASHDC 8146

UNCLAS HELSINKI 2542

E.O. 11652: N/A

TAGS: BEXP, BTRA, FI

SUBJECT: COMMERCIAL PROGRAMS: FOREIGN BUYERS TO US
TRADE SHOWS

REF: (1) STATE 271972; (29 DEPT A-9016-U

BEGIN SUMMARY: EMBASSY HELSINKI SUGGESTS THAT POSTS
BE NOTIFIED BY CABLE AS WELL AS BY AIRGRAM OF US
TRADE SHOWS TO BE INCLUDED IN FOREIGN BUYER PROGRAM
FOR FY 1976. ADVICE BY CABLE WILL ASSIST POST IN
PREPARING COUNTRY COMMERCIAL PROGRAMS DUE IN WASH-
INGTON BY JANUARY 17. HELSINKI ASSUMES THAT SELECTION
OF US TRADE SHOWS WILL INCLUDE THOSE EXHIBITING
PRODUCTS OF FIVE TARGET INDUSTRIES TO BE EMPHASIZED
IN FY 1976. END SUMMARY.

1. REFTEL INFORMED POSTS THAT AN AIRGRAM IS TO BE
SENT TO FS POSTS LISTING US TRADE SHOWS SELECTED
FOR INCLUSION IN FOREIGN BUYER PROGRAMS IN FY 76.
AMEMBASSY HELSINKI SUGGESTS THAT TELEGRAM BE SENT SOONEST
GIVING SUMMARY INFORMATION ON THESE SHOWS SUCH AS TITLE,
DATES TO BE HELD AND PLACE, IN ORDER THAT INFORMATION MAY
BE USED IN PLANNING FY 76 COUNTRY COMMERCIAL PROGRAM.

2. DRAFT COUNTRY PROGRAMS PREPARED BY ALL POSTS FOR
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PAGE 02 HELSIN 02542 171528Z

FY 76 AND FY 77 ARE DUE IN WASHINGTON BY JANUARY 17,

1975, ACCORDING TO USIA 26445 CIRCULAR CITING DEPT.
A-9016-U, WHICH NOT YET RECEIVED HELSINKI. INFORMATION
ON WHICH SHOWS ARE TO BE INCLUDED IN FOREIGN BUYER
PROGRAM IS NEEDED IN PLANNING CCP'S. IF SENT BY AIRGRAM
ALONE, INFORMATION ABOUT SHOWS MAY WELL ARRIVE TOO LATE
TO BE INCORPORATED INTO DRAFT PROGRAM.

3. EMBASSY ASSUMES THAT IN SELECTING US EXHIBITIONS FOR
PARTICIPATION IN FOREIGN BUYER PROGRAM, TARGET INDUSTRIES
EMPHASIS FOR FY 76 ON ENERGY SYSTEMS, BUSINESS EQUIPMENT
AND SYSTEMS, COMMUNICATION EQUIPMENT AND SYSTEMS,
LABORATORY INSTRUMENTATION, AND POLLUTION CONTROL
INSTRUMENTATION AND EQUIPMENT WILL BE REFLECTED. TIMELY
INFORMATION ABOUT SHOWS IN THESE AREAS OF ACTIVITIES WILL
BE USEFUL IN DEVELOPING COUNTRY PROGRAMS WHICH ARE
COORDINATED WITH TARGET INDUSTRIES CONCEPT.
HOUSTON

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